# The Advertising and Industry Survey Dataset User Guide

(Contains: File information, variable definitions, coding frame and SIC definitions)

The Advertising and Industry Survey Dataset has been provided in two***** different formats. The data includes company name, industrial classification and company registered number details for each record within the dataset except for three companies which have been impossible to identify.

***** *Users should note that the data file is available in three formats from the UK Data Archive: SPSS portable file, .csv file and Stata file.*

## *Variable definitions (see dataset and questionnaire)*

| | |
|---|---|
| company | Company name |
| ad | Q1:Advert or not |
| havad | Q2:Advert, last 3 years |
| stad | Q3:Start advert in next year |
| nadold | Q4:Reason for not advertising |
| nado | Q4o:Reason other |
| fcoinold | Q5a:Future ad? Co. product |
| frivin | Q5b:Future ad? Rival, product |
| frivadol | Q5c:Future ad? Rival, more ad |
| frivnad | Q5d:Future ad? Rival, less ad |
| fimp | Q5e:Future ad? Trading better |
| fwor | Q5f:Future ad? Trading worse |
| fnwco | Q5g:Future ad? New Co. enters |
| fnet | Q5h:Future ad? Internet |
| fo | Q5i:Future ad? Other, yes/no |
| fo1 | Q5io:Future ad? Other |
| adp | Q6a:Advert spend, percentage |
| adrng | Q6b:Advert spend, range |
| adpch | Q6c:Advert spend, de/increase |
| aiminf | Q7a:Aim, product info |
| aimmer | Q7b:Aim, product merits |
| aimprd | Q7c:Aim, brand awareness |
| aimco | Q7d:Aim, Co. awareness |
| aimlnch | Q7e:Aim, launch product |
| aimmsh | Q7f:Aim, more Mkt share |
| aimmsz | Q7g:Aim, more Mkt size |
| aiment | Q7h:Aim, hard to enter Mkt |
| infoprod | Q8a:Info, product prices |
| infotech | Q8b:Info, technical spec |
| infopur | Q8c:Info, purchasing info |
| fmad | Q9a:Firms dominating Mkt? |
| fmmain | Q9b:Main advertiser in Mkt? |
| sptv | Q10a:Rank spend, TV |
| sprad | Q10b:Rank spend, radio |
| sppost | Q10c:Rank spend, posters |

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| spcin | Q10d:Rank spend, cinema |
| spnat | Q10e:Rank spend, national papers |
| spmagold | Q10f:Rank spend, magazines |
| sploc | Q10g:Rank spend, local papers |
| sptpold | Q10h:Rank spend, trade press |
| spdmold | Q10i:Rank spend, direct mail |
| spnet | Q10j:Rank spend, internet |
| spsp | Q10k:Rank spend, sponsership |
| spdir | Q10l:Rank spend, directories |
| spo | Q10m:Rank spend, other |
| spo1 | Q10o:Description, spend, other |
| netad | Q11a:Internet ad, yes/no? |
| netst | Q11b:Internet ad, next 2 years? |
| netp | Q11c:Internet ad, % spend? |
| netpch | Q11d:Internet ad, % change? |
| checwor | Q12a:Ad % change, economy worse |
| checimp | Q12b:Ad % change, economy better |
| chmwor | Q12c:Ad % change, Mkt worse |
| chmimp | Q12d:Ad % change, Mkt better |
| chrivad | Q12e:Ad % change, rival, more ad |
| chrivnad | Q12f:Ad % change, rival, less ad |
| chcoin | Q12g:Ad % change, Co. product |
| chrivin | Q12h:Ad % change, rival product |
| chnewco | Q12i:Ad % change, new Co. enters |
| sectold | Q13:Sector |
| secto | Q13o:Sector, other |
| turn | Q14:Annual turnover (Millions GBP) |
| regm | Q15a:Aimed at regional Mkt |
| ukm | Q15b:Aimed at UK Mkt |
| eum | Q15c:Aimed at EU Mkt |
| intm | Q15d:Aimed at international Mkt |
| cprold | Q16a:Importance of price |
| cmedold | Q16b:Importance of media adverts |
| csalold | Q16c:Importance of sales effort |
| cqold | Q16d:Importance of quality |
| ccold | Q16e:Importance of cust. service |
| compo1 | Q16f1:Importance of 'other'1 |
| compo1a | Q16o1:Competition 'other'1 |
| compo2 | Q16f2:Importance of 'other'2 |
| compo2a | Q16o2:Competition 'other'2 |
| nfms | Q17:Number of competing firms |
| ad99 | Q18'99:Advertising spend 99/00 (Thousands GBP) |
| ad98 | Q18'98:Advertising spend 98/99 (Thousands GBP) |
| ad97 | Q18'97:Advertising spend 97/98 (Thousands GBP) |
| ad96 | Q18'96:Advertising spend 96/97 (Thousands GBP) |
| ad95 | Q18'95:Advertising spend 95/96 (Thousands GBP) |
| ad94 | Q18'94:Advertising spend 94/95 (Thousands GBP) |
| ad93 | Q18'93:Advertising spend 93/94 (Thousands GBP) |
| ad92 | Q18'92:Advertising spend 92/93 (Thousands GBP) |
| ad91 | Q18'91:Advertising spend 91/92 (Thousands GBP) |
| ad90 | Q18'90:Advertising spend 90/91 (Thousands GBP) |
| ropostco | R/O Post Code |
| register | Registered Number |
| sicalpha | Alphabetical SIC92 codes (Primary) |
| sic2 | 2 digit 1992 SIC |
| sic3 | 3 digit 1992 SIC |

## ***Advertising and Industry Survey Coding Frame***

(For Q10a-m, Q16a-e, Q16f1 & Q16f2 any value of '99' in the data-set indicates a 'tick' by the respondent rather than a numerical response)

### Question 4o (Variable – 'nado')

1 Never been any revenues/returns directly attributable to adverts placed
2 Company is dormant
3 Most business by personal recommendation/word of mouth
4 Not necessary (until now)
5 Marketing budget allocated elsewhere, based upon potential : cost
6 Not effective
7 Products are known to all potential customers
8 Our products are sold under retail name
9 Not appropriate for my company
10 Better/More targeted marketing activities
11 Restructuring – not thought of before
12 Being taken over
13 New work secured by reputation/service we provide

### Question 5io (Variable – 'fo1')

1 If we reactivate the company the re-launch would be advertised
2 Brand marketing
3 Competitors actions might force the issue
4 Acceptable potential return : cost in relation to other promotional activities
5 Change of corporate identity/company activities
6 Nothing
7 Firm profile
8 To inform people of our ability/Product awareness
9 Being taken over
10 Producing our own shows
11 Business is in the early investment stage

## Question 10o (Variable – 'spo1')

1 Exhibitions / Road-shows
2 Leaflet drops
3 In-house catalogue
4 Point of sale
5 Church press / Religious press
6 Info. Packs
7 D.R.T.V.
8 Trade press
9 Our own brochure / Targeted circulation
10 Telesales
11 AA Members Guide
12 Hospitality events
13 Conferences / Seminars
14 Distributor support / Through distribution
15 Medical Journals
16 Specific publications
17 Tele-text
18 Theatre/opera tickets/programs
19 Marketing consortium
20 Money spent on publicity company – advertising is generally free
21 Corporate gifts
22 Editorial / PR / PR activities
23 E-mail
24 Local associations
25 Catalogues

## Question 13o (Variable – 'secto')

1 Tour operator / Travel
2 Wholesale
3 TV production, distribution and licensing
4 Printing
5 Leisure
6 All
7 Airline
8 Direct retail / Marketing
9 Software / IT
10 Construction / Building
11 Exploration / Production of raw materials
12 Contracting
13 Publisher / Media / Communications
14 Live-stock sales / production
15 Utility
16 Rail haulage
17 Transport
18 New homes / Housing / Real Estate
19 Fresh produce importation / distribution
20 Funeral service

***Question 13o (Variable – 'secto') contd.***

21 Financial
22 Collectibles
23 Independent semi-conductor sales and marketing
24 Energy
25 Biotechnology
26 Healthcare
27 Fire-resistant boarding
28 Recycling
29 Pharmaceuticals
30 Trading
31 Buyers / Importers
32 Recruitment
33 Communications
34 Research and Development
35 Recycling
36 Engineering
37 Agent

## Question 16o1 & Question 16o2 (Variables – 'compo1a' & 'compo2a' )

1 Experience
2 Range of services / products
3 Personal relationships
4 Product range / choice
5 Store environment
6 Specification
7 Availability
8 Design (Creativity)
9 Lead time
10 Service speed
11 Reliability
12 Delivery time / logistics / supply chain
13 Track record / Reputation / Image / Brand values
14 Availability
15 Unique features
16 Customer service
17 Technology / Technical
18 Chemistry
19 Integrity
20 Cooperation partnering
21 Product performance
22 Technical advantage
23 Reviews
24 Press releases
25 Market conditions
26 Location

***Question 16o1 & Question 16o2 (Variables – 'compo1a' & 'compo2a' ) contd.***

27 Safety
28 Product marketing
29 Price promotions
30 Applicability
31 Technical support
32 Efficacy
33 Health and safety
34 Innovation
35 Add-on services
36 Investment performance
37 Govt. legislation
38 Training
39 "Other – inappropriate"
40 Political
41 Editorial support

# UK SIC 1992 Definitions by Division, Group, Class & Sub-class

| | | |
|---|---|---|
| SECTION A | | AGRICULTURE, HUNTING AND FORESTRY |
| 01 | | AGRICULTURE, HUNTING AND RELATED SERVICE ACTIVITIES |
| | 01.1 | Growing of crops; market gardening; horticulture |
| | 01.11 | Growing of cereals and other crops not elsewhere classified |
| | 01.12 | Growing of vegetables, horticultural specialities and nursery products |
| | 01.13 | Growing of fruit, nuts, beverage and spice crops |
| | 01.13/1 | Growing of wine grapes and table grapes and production of wine from self-produced grapes |
| | 01.13/9 | Growing of other fruit, nuts and spice crops; growing of other beverage crops |
| | 01.2 | Farming of animals |
| | 01.21 | Farming of cattle, dairy farming |
| | 01.22 | Farming of sheep, goats, horses, asses, mules and hinnies |
| | 01.23 | Farming of swine |
| | 01.24 | Farming of poultry |
| | 01.25 | Other farming of animals |
| | 01.3 | Growing of crops combined with farming of animals (mixed farming) |
| | 01.30 | Growing of crops combined with farming of animals (mixed farming) |
| | 01.4 | Agricultural and animal husbandry service activities, except veterinary activities |
| | 01.41 | Agricultural service activities |
| | 01.42 | Animal husbandry service activities, except veterinary activities |
| | 01.42/1 | Animal boarding and care |
| | 01.42/9 | Animal husbandry service activities, except veterinary activities, not elsewhere classified |
| | 01.5 | Hunting, trapping and game propagation including related service activities |
| | 01.50 | Hunting, trapping and game propagation including related service activities |
| 02 | | FORESTRY, LOGGING AND RELATED SERVICE ACTIVITIES |
| | 02.0 | Forestry, logging and related service activities |
| | 02.01 | Forestry and logging |
| | 02.02 | Forestry and logging related service activities |

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| SECTION B | | FISHING |
| 05 | | FISHING, OPERATION OF FISH HATCHERIES AND FISH FARMS; SERVICE ACTIVITIES INCIDENTAL TO FISHING |
| 05.0 | | Fishing, operation of fish hatcheries and fish farms; service activities incidental to fishing |
| | 05.01 | Fishing |
| | 05.02 | Operation of fish hatcheries and fish farms |
| SECTION C | | MINING AND QUARRYING |
| Subsection CA | | MINING AND QUARRYING OF ENERGY PRODUCING MATERIALS |
| 10 | | MINING OF COAL AND LIGNITE; EXTRACTION OF PEAT |
| 10.1 | | Mining and agglomeration of hard coal |
| | 10.10 | Mining and agglomeration of hard coal |
| | 10.10/1 | Deep coal mines |
| | 10.10/2 | Open cast coal working |
| | 10.10/3 | Manufacture of solid fuel |
| 10.2 | | Mining and agglomeration of lignite |
| | 10.20 | Mining and agglomeration of lignite |
| 10.3 | | Extraction and agglomeration of peat |
| | 10.30 | Extraction and agglomeration of peat |
| 11 | | EXTRACTION OF CRUDE PETROLEUM AND NATURAL GAS; SERVICE ACTIVITIES INCIDENTAL TO OIL AND GAS EXTRACTION EXCLUDING SURVEYING |
| 11.1 | | Extraction of crude petroleum and natural gas |
| | 11.10 | Extraction of crude petroleum and natural gas |
| 11.2 | | Service activities incidental to oil and gas extraction excluding surveying |
| | 11.20 | Service activities incidental to oil and gas extraction excluding surveying |
| 12 | | MINING OF URANIUM AND THORIUM ORES |
| 12.0 | | Mining of uranium and thorium ores |
| | 12.00 | Mining of uranium and thorium ores |
| Subsection CB | | MINING AND QUARRYING EXCEPT ENERGY PRODUCING MATERIALS |
| 13 | | MINING OF METAL ORES |
| 13.1 | | Mining of iron ores |
| | 13.10 | Mining of iron ores |
| | 13.2 | Mining of non-ferrous metal ores, except uranium and thorium ores |
| | 13.20 | Mining of non-ferrous metal ores, except uranium and thorium ores |

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| 14 | | OTHER MINING AND QUARRYING |
| 14.1 | | Quarrying of stone |
| | 14.11 | Quarrying of stone for construction |
| | 14.12 | Quarrying of limestone, gypsum and chalk |
| | 14.13 | Quarrying of slate |
| 14.2 | | Quarrying of sand and clay |
| | 14.21 | Operation of gravel and sand pits |
| | 14.22 | Mining of clays and kaolin |
| 14.3 | | Mining of chemicals and fertilizer minerals |
| | 14.30 | Mining of chemicals and fertilizer minerals |
| 14.4 | | Production of salt |
| | 14.40 | Production of salt |
| 14.5 | | Other mining and quarrying not elsewhere classified |
| | 14.50 | Other mining and quarrying not elsewhere classified |

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| SECTION D | | MANUFACTURING |
| Subsection DA | | MANUFACTURE OF FOOD PRODUCTS, BEVERAGES AND TOBACCO |
| 15 | | MANUFACTURE OF FOOD PRODUCTS AND BEVERAGES |
| 15.1 | | Production, processing and preserving of meat and meat products |
| | 15.11 | Production and preserving of meat |
| | 15.11/1 | Slaughtering of animals other than poultry and rabbits |
| | 15.11/2 | Animal by-product processing |
| | 15.11/3 | Fellmongery |
| | 15.12 | Production and preserving of poultry meat |
| | 15.13 | Production of meat and poultry meat products |
| | 15.13/1 | Bacon and ham production |
| | 15.13/2 | This code is no longer in use |
| | 15.13/9 | Other meat and poultry meat processing |
| 15.2 | | Processing and preserving of fish and fish products |
| | 15.20 | Processing and preserving of fish and fish products |
| | 15.20/1 | Freezing of fish |
| | 15.20/2 | This code is no longer in use |
| | 15.20/9 | Other fish processing and preserving |
| 15.3 | | Processing and preserving of fruit and vegetables |
| | 15.31 | Processing and preserving of potatoes |
| | 15.32 | Manufacture of fruit and vegetable juice |
| | 15.33 | Processing and preserving of fruit and vegetables not elsewhere classified |
| 15.4 | | Manufacture of vegetable and animal oils and fats |
| | 15.41 | Manufacture of crude oils and fats |
| | 15.42 | Manufacture of refined oils and fats |
| | 15.43 | Manufacture of margarine and similar edible fats |

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|---|---|---|
| 15.5 | | Manufacture of dairy products |
| | 15.51 | Operation of dairies and cheese making |
| | 15.51/1 | Liquid milk and cream production |
| | 15.51/2 | Butter and cheese production |
| | 15.51/3 | This code is no longer in use |
| | 15.51/9 | Manufacture of other milk products |
| | 15.52 | Manufacture of ice cream |
| 15.6 | | Manufacture of grain mill products, starches and starch products |
| | 15.61 | Manufacture of grain mill products |
| | 15.61/1 | Grain milling |
| | 15.61/2 | Manufacture of breakfast cereals and cereals-based foods |
| | 15.62 | Manufacture of starches and starch products |
| 15.7 | | Manufacture of prepared animal feeds |
| | 15.71 | Manufacture of prepared feeds for farm animals |
| | 15.72 | Manufacture of prepared pet foods |
| 15.8 | | Manufacture of other food products |
| | 15.81 | Manufacture of bread; manufacture of fresh pastry goods and cakes |
| | 15.82 | Manufacture of rusks and biscuits; manufacture of preserved pastry goods and cakes |
| | 15.83 | Manufacture of sugar |
| | 15.84 | Manufacture of cocoa, chocolate and sugar confectionery |
| | 15.84/1 | Manufacture of cocoa and chocolate confectionery |
| | 15.84/2 | Manufacture of sugar confectionery |
| | 15.85 | Manufacture of macaroni, noodles, couscous and similar farinaceous products |
| | 15.86 | Processing of tea and coffee |
| | 15.86/1 | Tea processing |
| | 15.86/2 | Production of coffee and coffee substitutes |
| | 15.87 | Manufacture of condiments and seasonings |
| | 15.88 | Manufacture of homogenised food preparations and dietetic food |
| | 15.89 | Manufacture of other food products not elsewhere classified |
| | 15.89/1 | Manufacture of soups |
| | 15.89/2 | This code is no longer in use |
| | 15.89/9 | Manufacture of other food products not elsewhere classified |
| 15.9 | | Manufacture of beverages |
| | 15.91 | Manufacture of distilled potable alcoholic beverages |
| | 15.92 | Production of ethyl alcohol from fermented materials |
| | 15.93 | Manufacture of wines |
| | 15.93/1 | Manufacture of wine of fresh grapes and grape juice |
| | 15.93/2 | Manufacture of wine based on concentrated grape must |
| | 15.94 | Manufacture of cider and other fruit wines |
| | 15.94/1 | Manufacture of cider and perry |
| | 15.94/2 | This code is no longer in use |
| | 15.94/9 | Manufacture of other fermented fruit beverages |
| | 15.95 | Manufacture of other non-distilled fermented beverages |
| | 15.96 | Manufacture of beer |
| | 15.97 | Manufacture of malt |
| | 15.98 | Manufacture of mineral waters and soft drinks |

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|---|---|---|
| 16 | | MANUFACTURE OF TOBACCO PRODUCTS |
| 16.0 | | Manufacture of tobacco products |
| | 16.00 | Manufacture of tobacco products |
| Subsection DB | | MANUFACTURE OF TEXTILES AND TEXTILE PRODUCTS |
| 17 | | MANUFACTURE OF TEXTILES |
| 17.1 | | Preparation and spinning of textile fibres |
| | 17.11 | Preparation and spinning of cotton-type fibres |
| | 17.12 | Preparation and spinning of woollen-type fibres |
| | 17.13 | Preparation and spinning of worsted-type fibres |
| | 17.14 | Preparation and spinning of flax-type fibres |
| | 17.15 | Throwing and preparation of silk including from noils and throwing and texturing of synthetic or artificial filament yarns |
| | 17.16 | Manufacture of sewing threads |
| | 17.17 | Preparation and spinning of other textile fibres |
| 17.2 | | Textile weaving |
| | 17.21 | Cotton-type weaving |
| | 17.22 | Woollen-type weaving |
| | 17.23 | Worsted-type weaving |
| | 17.24 | Silk-type weaving |
| | 17.25 | Other textile weaving |
| 17.3 | | Finishing of textiles |
| | 17.30 | Finishing of textiles |
| 17.4 | | Manufacture of made-up textile articles, except apparel |
| | 17.40 | Manufacture of made-up textile articles, except apparel |
| | 17.40/1 | Manufacture of soft furnishings |
| | 17.40/2 | Manufacture of canvas goods, sacks, etc. |
| | 17.40/3 | Manufacture of household textiles |
| 17.5 | | Manufacture of other textiles |
| | 17.51 | Manufacture of carpets and rugs |
| | 17.51/1 | Manufacture of woven carpets and rugs |
| | 17.51/2 | Manufacture of tufted carpets and rugs |
| | 17.51/3 | This code is no longer in use |
| | 17.51/9 | Manufacture of other carpets and rugs |
| | 17.52 | Manufacture of cordage, rope, twine and netting |
| | 17.53 | Manufacture of non-wovens and articles made from non-wovens, except apparel |
| | 17.54 | Manufacture of other textiles not elsewhere classified |
| | 17.54/1 | Manufacture of lace |
| | 17.54/2 | Manufacture of narrow fabrics |
| | 17.54/3 | This code is no longer in use |
| | 17.54/9 | Manufacture of other textiles not elsewhere classified |

| | | |
|---|---|---|
| 17.6 | | Manufacture of knitted and crocheted fabrics |
| | 17.60 | Manufacture of knitted and crocheted fabrics |
| 17.7 | | Manufacture of knitted and crocheted articles |
| | 17.71 | Manufacture of knitted and crocheted hosiery |
| | 17.72 | Manufacture of knitted and crocheted pullovers, cardigans and similar articles |
| 18 | | MANUFACTURE OF WEARING APPAREL; DRESSING AND DYEING OF FUR |
| 18.1 | | Manufacture of leather clothes |
| | 18.10 | Manufacture of leather clothes |
| 18.2 | | Manufacture of other wearing apparel and accessories |
| | 18.21 | Manufacture of workwear |
| | 18.22 | Manufacture of other outerwear |
| | 18.22/1 | Manufacture of other men's outerwear |
| | 18.22/2 | Manufacture of other women's outerwear |
| | 18.23 | Manufacture of underwear |
| | 18.23/1 | Manufacture of men's underwear |
| | 18.23/2 | Manufacture of women's underwear |
| | 18.24 | Manufacture of other wearing apparel and accessories not elsewhere classified |
| | 18.24/1 | Manufacture of hats |
| | 18.24/2 | This code is no longer in use |
| | 18.24/3 | Cut, make and trim for clothing manufacturers (CMT) |
| | 18.24/9 | Manufacture of other wearing apparel and accessories not elsewhere classified |
| 18.3 | | Dressing and dyeing of fur; manufacture of articles of fur |
| | 18.30 | Dressing and dyeing of fur; manufacture of articles of fur |
| Subsection DC | | MANUFACTURE OF LEATHER AND LEATHER PRODUCTS |
| 19 | | TANNING AND DRESSING OF LEATHER; MANUFACTURE OF LUGGAGE, HANDBAGS, SADDLERY, HARNESS AND FOOTWEAR |
| 19.1 | | Tanning and dressing of leather |
| | 19.10 | Tanning and dressing of leather |
| 19.2 | | Manufacture of luggage, handbags and the like, saddlery and harness |
| | 19.20 | Manufacture of luggage, handbags and the like, saddlery and harness |
| 19.3 | | Manufacture of footwear |
| | 19.30 | Manufacture of footwear |
| Subsection DD | | MANUFACTURE OF WOOD AND WOOD PRODUCTS |
| 20 | | MANUFACTURE OF WOOD AND PRODUCTS OF WOOD AND CORK, EXCEPT FURNITURE; MANUFACTURE OF ARTICLES OF STRAW AND PLAITING MATERIALS |

| | | |
|---|---|---|
| 20.1 | | Saw milling and planing of wood, impregnation of wood |
| | 20.10 | Saw milling and planing of wood, impregnation of wood |
| 20.2 | | Manufacture of veneer sheets; manufacture of plywood, laminboard, particle board, fibre board and other panels and boards |
| | 20.20 | Manufacture of veneer sheets; manufacture of plywood, laminboard, particle board, fibre board and other panels and boards |
| 20.3 | | Manufacture of builders' carpentry and joinery |
| | 20.30 | Manufacture of builders' carpentry and joinery |
| 20.4 | | Manufacture of wooden containers |
| | 20.40 | Manufacture of wooden containers |
| 20.5 | | Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials |
| | 20.51 | Manufacture of other products of wood |
| | 20.52 | Manufacture of articles of cork, straw and plaiting materials |
| Subsection DE | | MANUFACTURE OF PULP, PAPER AND PAPER PRODUCTS PUBLISHING AND PRINTING |
| 21 | | MANUFACTURE OF PULP, PAPER AND PAPER PRODUCTS |
| 21.1 | | Manufacture of pulp, paper and paperboard |
| | 21.11 | Manufacture of pulp |
| | 21.12 | Manufacture of paper and paperboard |
| 21.2 | | Manufacture of articles of paper and paperboard |
| | 21.21 | Manufacture of corrugated paper and paperboard and of containers of paper and paperboard |
| | 21.21/1 | Manufacture of corrugated paper and paperboard, sacks and bags |
| | 21.21/2 | This code is no longer in use |
| | 21.21/9 | Manufacture of cartons, boxes, cases and other containers |
| | 21.22 | Manufacture of household and sanitary goods and of toilet requisites |
| | 21.23 | Manufacture of paper stationery |
| | 21.24 | Manufacture of wallpaper |
| | 21.25 | Manufacture of other articles of paper and paperboard not elsewhere classified |
| 22 | | PUBLISHING, PRINTING AND REPRODUCTION OF RECORDED MEDIA |
| 22.1 | | Publishing |
| | 22.11 | Publishing of books |
| | 22.12 | Publishing of newspapers |
| | 22.13 | Publishing of journals and periodicals |
| | 22.14 | Publishing of sound recordings |
| | 22.15 | Other publishing |
| 22.2 | | Printing and service activities related to printing |
| | 22.21 | Printing of newspapers |
| | 22.22 | Printing not elsewhere classified |
| | 22.23 | Bookbinding and finishing |
| | 22.24 | Composition and plate-making |
| | 22.25 | Other activities related to printing |

| | | |
|---|---|---|
| 22.3 | | Reproduction of recorded media |
| | 22.31 | Reproduction of sound recording |
| | 22.32 | Reproduction of video recording |
| | 22.33 | Reproduction of computer media |

Subsection DF MANUFACTURE OF COKE, REFINED PETROLEUM PRODUCTS AND NUCLEAR FUEL

23 MANUFACTURE OF COKE, REFINED PETROLEUM PRODUCTS AND NUCLEAR FUEL

| | | |
|---|---|---|
| 23.1 | | Manufacture of coke oven products |
| | 23.10 | Manufacture of coke oven products |
| 23.2 | | Manufacture of refined petroleum products |
| | 23.20 | Manufacture of refined petroleum products |
| | 23.20/1 | Mineral oil refining |
| | 23.20/2 | This code is no longer in use |
| | 23.20/9 | Other treatment of petroleum products (excluding petrochemicals manufacture) |
| 23.3 | | Processing of nuclear fuel |
| | 23.30 | Processing of nuclear fuel |

Subsection DG MANUFACTURE OF CHEMICALS, CHEMICAL PRODUCTS AND MAN-MADE FIBRES

24 MANUFACTURE OF CHEMICALS AND CHEMICAL PRODUCTS

| | | |
|---|---|---|
| 24.1 | | Manufacture of basic chemicals |
| | 24.11 | Manufacture of industrial gases |
| | 24.12 | Manufacture of dyes and pigments |
| | 24.13 | Manufacture of other inorganic basic chemicals |
| | 24.14 | Manufacture of other organic chemicals |
| | 24.15 | Manufacture of fertilizers and nitrogen compounds |
| | 24.16 | Manufacture of plastics in primary forms |
| | 24.17 | Manufacture of synthetic rubber in primary forms |
| 24.2 | | Manufacture of pesticides and other agro-chemical products |
| | 24.20 | Manufacture of pesticides and other agro-chemical products |
| 24.3 | | Manufacture of paints, varnishes and similar coatings, printing ink and mastics |
| | 24.30 | Manufacture of paints, varnishes and similar coatings, printing ink and mastics |
| | 24.30/1 | Manufacture of paints, varnishes and similar coatings |
| | 24.30/2 | Manufacture of printing ink |
| | 24.30/3 | Manufacture of mastics and sealants |

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| 24.4 | | Manufacture of pharmaceuticals, medicinal chemicals and botanical products |
| | 24.41 | Manufacture of basic pharmaceuticals |
| | 24.42 | Manufacture of pharmaceutical preparations |
| | 24.42 /1 | Manufacture of medicaments |
| | 24.42 /2 | Manufacture of non-medicaments |
| 24.5 | | Manufacture of soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations |
| | 24.51 | Manufacture of soap and detergents, cleaning and polishing preparations |
| | 24.51/1 | Manufacture of soap and detergents |
| | 24.51/2 | Manufacture of cleaning and polishing preparations |
| | 24.52 | Manufacture of perfumes and toilet preparations |
| 24.6 | | Manufacture of other chemical products |
| | 24.61 | Manufacture of explosives |
| | 24.62 | Manufacture of glues and gelatine |
| | 24.63 | Manufacture of essential oils |
| | 24.64 | Manufacture photographic chemical material |
| | 24.65 | Manufacture of prepared unrecorded media |
| | 24.66 | Manufacture of other chemical products not elsewhere classified |
| 24.7 | | Manufacture of man-made fibres |
| | 24.70 | Manufacture of man-made fibres |
| Subsection DH | | MANUFACTURE OF RUBBER AND PLASTIC PRODUCTS |
| 25 | | MANUFACTURE OF RUBBER AND PLASTIC PRODUCTS |
| 25.1 | | Manufacture of rubber products |
| | 25.11 | Manufacture of rubber tyres and tubes |
| | 25.12 | Retreading and rebuilding of rubber tyres |
| | 25.13 | Manufacture of other rubber products |
| 25.2 | | Manufacture of plastic products |
| | 25.21 | Manufacture of plastic plates, sheets, tubes and profiles |
| | 25.22 | Manufacture of plastic packing goods |
| | 25.23 | Manufacture of builders' ware of plastic |
| | 25.23/1 | Manufacture of plastic floor coverings |
| | 25.23/2 | This code is no longer in use |
| | 25.23/9 | Manufacture of other builders' ware of plastic |
| | 25.24 | Manufacture of other plastic products |

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| Subsection DI | | MANUFACTURE OF OTHER NON-METALLIC MINERAL PRODUCTS |
| 26 | | MANUFACTURE OF OTHER NON-METALLIC MINERAL PRODUCTS |
| 26.1 | | Manufacture of glass and glass products |
| | 26.11 | Manufacture of flat glass |
| | 26.12 | Shaping and processing of flat glass |
| | 26.13 | Manufacture of hollow glass |
| | 26.14 | Manufacture of glass fibres |
| | 26.15 | Manufacture and processing of other glass including technical glassware |
| 26.2 | | Manufacture of non-refractory ceramic goods other than for construction purposes; manufacture of refractory ceramic products |
| | 26.21 | Manufacture of ceramic household and ornamental articles |
| | 26.22 | Manufacture of ceramic sanitary fixtures |
| | 26.23 | Manufacture of ceramic insulators and insulating fittings |
| | 26.24 | Manufacture of other technical ceramic products |
| | 26.25 | Manufacture of other ceramic products |
| | 26.26 | Manufacture of refractory ceramic products |
| 26.3 | | Manufacture of ceramic tiles and flags |
| | 26.30 | Manufacture of ceramic tiles and flags |
| 26.4 | | Manufacture of bricks, tiles and construction products, in baked clay |
| | 26.40 | Manufacture of bricks, tiles and construction products, in baked clay |
| 26.5 | | Manufacture of cement, lime and plaster |
| | 26.51 | Manufacture of cement |
| | 26.52 | Manufacture of lime |
| | 26.53 | Manufacture of plaster |
| 26.6 | | Manufacture of articles of concrete, plaster and cement |
| | 26.61 | Manufacture of concrete products for construction purposes |
| | 26.62 | Manufacture of plaster products for construction purposes |
| | 26.63 | Manufacture of ready-mixed concrete |
| | 26.64 | Manufacture of mortars |
| | 26.65 | Manufacture of fibre cement |
| | 26.66 | Manufacture of other articles of concrete, plaster and cement |
| 26.7 | | Cutting, shaping and finishing of stone |
| | 26.70 | Cutting, shaping and finishing of stone |
| 26.8 | | Manufacture of other non-metallic mineral products |
| | 26.81 | Production of abrasive products |
| | 26.82 | Manufacture of other non-metallic mineral products not elsewhere classified |
| | 26.82/1 | Manufacture of asbestos |
| | 26.82/2 | This code is no longer in use |
| | 26.82/9 | Manufacture of other non-metallic mineral products not elsewhere classified |

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| Subsection DJ | | MANUFACTURE OF BASIC METALS AND FABRICATED METAL PRODUCTS |
| 27 | | MANUFACTURE OF BASIC METALS |
| 27.1 | | Manufacture of basic iron and steel and of ferro-alloys (ECSC) |
| | 27.10 | Manufacture of basic iron and steel and of ferro-alloys (ECSC) |
| 27.2 | | Manufacture of tubes |
| | 27.21 | Manufacture of cast iron tubes |
| | 27.22 | Manufacture of steel tubes |
| 27.3 | | Other first processing of iron and steel and production of non-ECSC ferro-alloys |
| | 27.31 | Cold drawing |
| | 27.32 | Cold rolling of narrow strip |
| | 27.33 | Cold forming or folding |
| | 27.34 | Wire drawing |
| | 27.35 | Other first processing of iron and steel not elsewhere classified; production of non-ECSC ferro-alloys |
| 27.4 | | Manufacture of basic precious and other non-ferrous metals |
| | 27.41 | Precious metals production |
| | 27.42 | Aluminium production |
| | 27.43 | Lead, zinc and tin production |
| | 27.44 | Copper production |
| | 27.45 | Other non-ferrous metal production |
| 27.5 | | Casting of metals |
| | 27.51 | Casting of iron |
| | 27.52 | Casting of steel |
| | 27.53 | Casting of light metals |
| | 27.54 | Casting of other non-ferrous metals |
| 28 | | MANUFACTURE OF FABRICATED METAL PRODUCTS, EXCEPT MACHINERY AND EQUIPMENT |
| 28.1 | | Manufacture of structural metal products |
| | 28.11 | Manufacture of metal structures and parts of structures |
| | 28.12 | Manufacture of builders' carpentry and joinery of metal |
| 28.2 | | Manufacture of tanks, reservoirs and containers of metal; manufacture of central heating radiators and boilers |
| | 28.21 | Manufacture of tanks, reservoirs and containers of metal |
| | 28.22 | Manufacture of central heating radiators and boilers |
| 28.3 | | Manufacture of steam generators, except central heating hot water boilers |
| | 28.30 | Manufacture of steam generators, except central heating hot water boilers |

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| 28.4 | | Forging, pressing, stamping and roll forming of metal; powder metallurgy |
| | 28.40 | Forging, pressing, stamping and roll forming of metal; powder metallurgy |
| 28.5 | | Treatment and coating of metals; general mechanical engineering |
| | 28.51 | Treatment and coating of metals |
| | 28.52 | General mechanical engineering |
| 28.6 | | Manufacture of cutlery, tools and general hardware |
| | 28.61 | Manufacture of cutlery |
| | 28.62 | Manufacture of tools |
| | 28.63 | Manufacture of locks and hinges |
| 28.7 | | Manufacture of other fabricated metal products |
| | 28.71 | Manufacture of steel drums and similar containers |
| | 28.72 | Manufacture of light metal packaging |
| | 28.73 | Manufacture of wire products |
| | 28.74 | Manufacture of fasteners, screw machine products, chains and springs |
| | 28.75 | Manufacture of other fabricated metal products not elsewhere classified |
| Subsection DK | | MANUFACTURE OF MACHINERY AND EQUIPMENT NOT ELSEWHERE CLASSIFIED |
| 29 | | MANUFACTURE OF MACHINERY AND EQUIPMENT NOT ELSEWHERE CLASSIFIED |
| 29.1 | | Manufacture of machinery for the production and use of mechanical power, except aircraft, vehicle and cycle engines |
| | 29.11 | Manufacture of engines and turbines, except aircraft, vehicle and cycle engines |
| | 29.12 | Manufacture of pumps and compressors |
| | 29.12/1 | Manufacture of pumps |
| | 29.12/2 | Manufacture of compressors |
| | 29.13 | Manufacture of taps and valves |
| | 29.14 | Manufacture of bearings, gears, gearing and driving elements |
| 29.2 | | Manufacture of other general purpose machinery |
| | 29.21 | Manufacture of furnaces and furnace burners |
| | 29.22 | Manufacture of lifting and handling equipment |
| | 29.23 | Manufacture of non-domestic cooling and ventilation equipment |
| | 29.24 | Manufacture of other general purpose machinery not elsewhere classified |
| 29.3 | | Manufacture of agricultural and forestry machinery |
| | 29.31 | Manufacture of agricultural tractors |
| | 29.32 | Manufacture of other agricultural and forestry machinery |
| 29.4 | | Manufacture of machine tools |
| | 29.40 | Manufacture of machine tools |
| | 29.40/1 | Manufacture of metalworking machine tools |
| | 29.40/9 | Manufacture of other machine tools |

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| 29.5 | | Manufacture of other special purpose machinery |
| | 29.51 | Manufacture of machinery for metallurgy |
| | 29.52 | Manufacture of machinery for mining, quarrying and construction |
| | 29.52/1 | Manufacture of machinery for mining |
| | 29.52/2 | Manufacture of earth-moving equipment |
| | 29.52/3 | Manufacture of equipment for concrete crushing and screening and roadworks |
| | 29.53 | Manufacture of machinery for food, beverage and tobacco processing |
| | 29.54 | Manufacture of machinery for textile, apparel and leather production |
| | 29.55 | Manufacture of machinery for paper and paperboard production |
| | 29.56 | Manufacture of other special purpose machinery not elsewhere classified |
| 29.6 | | Manufacture of weapons and ammunition |
| | 29.60 | Manufacture of weapons and ammunition |
| 29.7 | | Manufacture of domestic appliances not elsewhere classified |
| | 29.71 | Manufacture of electric domestic appliances |
| | 29.72 | Manufacture of non-electric domestic appliances |

Subsection DL MANUFACTURE OF ELECTRICAL AND OPTICAL EQUIPMENT

30 MANUFACTURE OF OFFICE MACHINERY AND COMPUTERS

| | | |
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| 30.0 | | Manufacture of office machinery and computers |
| | 30.01 | Manufacture of office machinery |
| | 30.02 | Manufacture of computers and other information processing equipment |

31 MANUFACTURE OF ELECTRICAL MACHINERY AND APPARATUS NOT ELSEWHERE CLASSIFIED

| | | |
|---|---|---|
| 31.1 | | Manufacture of electric motors, generators and transformers |
| | 31.10 | Manufacture of electric motors, generators and transformers |
| 31.2 | | Manufacture of electricity distribution and control apparatus |
| | 31.20 | Manufacture of electricity distribution and control apparatus |
| 31.3 | | Manufacture of insulated wire and cable |
| | 31.30 | Manufacture of insulated wire and cable |
| 31.4 | | Manufacture of accumulators, primary cells and primary batteries |
| | 31.40 | Manufacture of accumulators, primary cells and primary batteries |
| 31.5 | | Manufacture of lighting equipment and electric lamps |
| | 31.50 | Manufacture of lighting equipment and electric lamps |
| 31.6 | | Manufacture of electrical equipment not elsewhere classified |
| | 31.61 | Manufacture of electrical equipment for engines and vehicles not elsewhere classified |
| | 31.62 | Manufacture of other electrical equipment not elsewhere classified |

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| 32 | | MANUFACTURE OF RADIO, TELEVISION AND COMMUNICATION EQUIPMENT AND APPARATUS |
| 32.1 | | Manufacture of electronic valves and tubes and other electronic components |
| | 32.10 | Manufacture of electronic valves and tubes and other electronic components |
| 32.2 | | Manufacture of television and radio transmitters and apparatus for line telephony and line telegraphy |
| | 32.20 | Manufacture of television and radio transmitters and apparatus for line telephony and line telegraphy |
| | 32.20/1 | Manufacture of telegraph and telephone apparatus and equipment |
| | 32.20/2 | Manufacture of radio and electronic capital goods |
| 32.3 | | Manufacture of television and radio receivers, sound or video recording or reproducing apparatus and associated goods |
| | 32.30 | Manufacture of television and radio receivers, sound or video recording or reproducing apparatus and associated goods |
| 33 | | MANUFACTURE OF MEDICAL, PRECISION AND OPTICAL INSTRUMENTS, WATCHES AND CLOCKS |
| 33.1 | | Manufacture of medical and surgical equipment and orthopaedic appliances |
| | 33.10 | Manufacture of medical and surgical equipment and orthopaedic appliances |
| 33.2 | | Manufacture of instruments and appliances for measuring, checking, testing, navigating and other purposes, except industrial process control equipment |
| | 33.20 | Manufacture of instruments and appliances for measuring, checking, testing, navigating and other purposes, except industrial process control equipment |
| | 33.20/1 | Manufacture of electronic instruments and appliances for measuring, checking, testing, navigating and other purposes, except industrial process control equipment |
| | 33.20/2 | Manufacture of non-electronic instruments and appliances for measuring, checking, testing, navigating and other purposes, except industrial process control equipment |
| 33.3 | | Manufacture of industrial process control equipment |
| | 33.30 | Manufacture of industrial process control equipment |
| | 33.30/1 | Manufacture of electronic industrial process control equipment |
| | 33.30/2 | Manufacture of non-electronic industrial process control equipment |
| 33.4 | | Manufacture of optical instruments and photographic equipment |
| | 33.40 | Manufacture of optical instruments and photographic equipment |
| | 33.40/1 | Manufacture of spectacles and unmounted lenses |
| | 33.40/2 | Manufacture of optical precision instruments |
| | 33.40/3 | Manufacture of photographic and cinematographic equipment |
| 33.5 | | Manufacture of watches and clocks |
| | 33.50 | Manufacture of watches and clocks |

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| Subsection DM | | MANUFACTURE OF TRANSPORT EQUIPMENT |
| 34 | | MANUFACTURE OF MOTOR VEHICLES, TRAILERS AND SEMI-TRAILERS |
| 34.1 | | Manufacture of motor vehicles |
| | 34.10 | Manufacture of motor vehicles |
| 34.2 | | Manufacture of bodies (coachwork) for motor vehicles; manufacture of trailers and semi-trailers |
| | 34.20 | Manufacture of bodies (coachwork) for motor vehicles; manufacture of trailers and semi-trailers |
| | 34.20/1 | Manufacture of bodies (coachwork) for motor vehicles (except caravans) |
| | 34.20/2 | Manufacture of trailers and semi-trailers |
| | 34.20/3 | Manufacture of caravans |
| 34.3 | | Manufacture of parts and accessories for motor vehicles and their engines |
| | 34.30 | Manufacture of parts and accessories for motor vehicles and their engines |
| 35 | | MANUFACTURE OF OTHER TRANSPORT EQUIPMENT |
| 35.1 | | Building and repairing of ships and boats |
| | 35.11 | Building and repairing of ships |
| | 35.12 | Building and repairing of pleasure and sporting boats |
| 35.2 | | Manufacture of railway and tramway locomotives and rolling stock |
| | 35.20 | Manufacture of railway and tramway locomotives and rolling stock |
| 35.3 | | Manufacture of aircraft and spacecraft |
| | 35.30 | Manufacture of aircraft and spacecraft |
| 35.4 | | Manufacture of motorcycles and bicycles |
| | 35.41 | Manufacture of motorcycles |
| | 35.42 | Manufacture of bicycles |
| | 35.43 | Manufacture of invalid carriages |
| 35.5 | | Manufacture of other transport equipment not elsewhere classified |
| | 35.50 | Manufacture of other transport equipment not elsewhere classified |
| Subsection DN | | MANUFACTURING NOT ELSEWHERE CLASSIFIED |
| 36 | | MANUFACTURE OF FURNITURE; MANUFACTURING NOT ELSEWHERE CLASSIFIED |
| 36.1 | | Manufacture of furniture |
| | 36.11 | Manufacture of chairs and seats |
| | 36.12 | Manufacture of other office and shop furniture |
| | 36.13 | Manufacture of other kitchen furniture |
| | 36.14 | Manufacture of other furniture |
| | 36.15 | Manufacture of mattresses |

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| 36.2 | | Manufacture of jewellery and related articles |
| | 36.21 | Striking of coins and medals |
| | 36.22 | Manufacture of jewellery and related articles not elsewhere classified |
| 36.3 | | Manufacture of musical instruments |
| | 36.30 | Manufacture of musical instruments |
| 36.4 | | Manufacture of sports goods |
| | 36.40 | Manufacture of sports goods |
| 36.5 | | Manufacture of games and toys |
| | 36.50 | Manufacture of games and toys |
| | 36.50/1 | Manufacture of professional and arcade games and toys |
| | 36.50/2 | This code is no longer in use |
| | 36.50/9 | Manufacture of other games and toys not elsewhere classified |
| 36.6 | | Miscellaneous manufacturing not elsewhere classified |
| | 36.61 | Manufacture of imitation jewellery |
| | 36.62 | Manufacture of brooms and brushes |
| | 36.63 | Other manufacturing not elsewhere classified |
| | 36.63/1 | Manufacture of miscellaneous stationers' goods |
| | 36.63/2 | This code is no longer in use |
| | 36.63/9 | Other manufacturing not elsewhere classified |
| 37 | | RECYCLING |
| 37.1 | | Recycling of metal waste and scrap |
| | 37.10 | Recycling of metal waste and scrap |
| 37.2 | | Recycling of non-metal waste and scrap |
| | 37.20 | Recycling of non-metal waste and scrap |
| SECTION E | | ELECTRICITY, GAS AND WATER SUPPLY |
| 40 | | ELECTRICITY, GAS, STEAM AND HOT WATER SUPPLY |
| 40.1 | | Production and distribution of electricity |
| | 40.10 | Production and distribution of electricity |
| | 40.10/1 | Electricity generation |
| | 40.10/2 | Electricity transmission, distribution and supply |
| 40.2 | | Manufacture of gas; distribution of gaseous fuels through mains |
| | 40.20 | Manufacture of gas; distribution of gaseous fuels through mains |
| 40.3 | | Steam and hot water supply |
| | 40.30 | Steam and hot water supply |

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| 41 | | COLLECTION, PURIFICATION AND DISTRIBUTION OF WATER |
| 41.0 | | Collection, purification and distribution of water |
| | 41.00 | Collection, purification and distribution of water |
| SECTION F | | CONSTRUCTION |
| 45 | | CONSTRUCTION |
| 45.1 | | Site preparation |
| | 45.11 | Demolition and wrecking of buildings; earth moving |
| | 45.12 | Test drilling and boring |
| 45.2 | | Building of complete constructions or parts thereof; civil engineering |
| | 45.21 | General construction of buildings and civil engineering works |
| | 45.21/1 | Construction of commercial buildings |
| | 45.21/2 | Construction of domestic buildings |
| | 45.21/3 | Construction of civil engineering constructions |
| | 45.22 | Erection of roof covering and frames |
| | 45.23 | Construction of highways, roads, airfields and sports facilities |
| | 45.24 | Construction of water projects |
| | 45.25 | Other construction work involving special trades |
| 45.3 | | Building installation |
| | 45.31 | Installation of electrical wiring and fittings |
| | 45.32 | Insulation work activities |
| | 45.33 | Plumbing |
| | 45.34 | Other building installation |
| 45.4 | | Building completion |
| | 45.41 | Plastering |
| | 45.42 | Joinery installation |
| | 45.43 | Floor or wall covering |
| | 45.44 | Painting and glazing |
| | 45.45 | Other building completion |
| 45.5 | | Renting of construction or demolition equipment with operator |
| | 45.50 | Renting of construction or demolition equipment with operator |
| SECTION G | | WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES,MOTORCYCLES AND PERSONAL AND HOUSEHOLD GOODS |
| 50 | | SALE, MAINTENANCE AND REPAIR OF MOTOR VEHICLES AND MOTORCYCLES; RETAIL SALE OF AUTOMOTIVE FUEL |
| 50.1 | | Sale of motor vehicles |
| | 50.10 | Sale of motor vehicles |
| | 50.10/1 | Sale of new motor vehicles |
| | 50.10/2 | Sale of used motor vehicles |

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| 50.2 | | Maintenance and repair of motor vehicles |
| | 50.20 | Maintenance and repair of motor vehicles |
| 50.3 | | Sale of motor vehicle parts and accessories |
| | 50.30 | Sale of motor vehicle parts and accessories |
| 50.4 | | Sale, maintenance and repair of motorcycles and related parts and accessories |
| | 50.40 | Sale, maintenance and repair of motorcycles and related parts and accessories |
| 50.5 | | Retail sale of automotive fuel |
| | 50.50 | Retail sale of automotive fuel |
| 51 | | WHOLESALE TRADE AND COMMISSION TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES |
| 51.1 | | Wholesale on a fee or contract basis |
| | 51.11 | Agents involved in the sale of agricultural raw materials, live animals, textile raw materials and semi-finished goods |
| | 51.12 | Agents involved in the sale of fuels, ores, metals and industrial chemicals |
| | 51.13 | Agents involved in the sale of timber and building materials |
| | 51.14 | Agents involved in the sale of machinery, industrial equipment, ships and aircraft |
| | 51.15 | Agents involved in the sale of furniture, household goods, hardware and ironmongery |
| | 51.16 | Agents involved in the sale of textiles, clothing, footwear and leather goods |
| | 51.17 | Agents involved in the sale of food, beverages and tobacco |
| | 51.18 | Agents specialising in the sale of particular products or ranges of products not elsewhere classified |
| | 51.19 | Agents involved in the sale of a variety of goods |
| 51.2 | | Wholesale of agricultural raw materials and live animals |
| | 51.21 | Wholesale of grain, seeds and animal foods |
| | 51.22 | Wholesale of flowers and plants |
| | 51.23 | Wholesale of live animals |
| | 51.24 | Wholesale of hides, skins and leather |
| | 51.24/1 | Wholesale of fur skins |
| | 51.24/9 | Wholesale of hides, skins and leather not elsewhere classified |
| | 51.25 | Wholesale of unmanufactured tobacco |
| 51.3 | | Wholesale of food, beverages and tobacco |
| | 51.31 | Wholesale of fruit and vegetables |
| | 51.32 | Wholesale of meat and meat products |
| | 51.33 | Wholesale of dairy produce, eggs and edible oils and fats |
| | 51.34 | Wholesale of alcoholic and other beverages |
| | 51.35 | Wholesale of tobacco products |
| | 51.36 | Wholesale of sugar and chocolate and sugar confectionery |
| | 51.37 | Wholesale of coffee, tea, cocoa and spices |
| | 51.38 | Wholesale of other food including fish, crustaceans and molluscs |
| | 51.39 | Non-specialised wholesale of food, beverages and tobacco |

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| 51.4 | | Wholesale of household goods |
| | 51.41 | Wholesale of textiles |
| | 51.42 | Wholesale of clothing and footwear |
| | 51.42/1 | Wholesale of adults' fur and leather clothing |
| | 51.42/2 | Wholesale of children's and infants' clothing |
| | 51.42/3 | Wholesale of footwear |
| | 51.42/9 | Wholesale of clothing not elsewhere classified |
| | 51.43 | Wholesale of electrical household appliances and radio and television goods |
| | 51.43/1 | Wholesale of gramophone records, audio tapes, compact discs and video tapes and of the equipment on which these are played |
| | 51.43/9 | Wholesale of radio and television goods; wholesale of electrical household appliances not elsewhere classified |
| | 51.44 | Wholesale of china and glassware, wallpaper and cleaning materials |
| | 51.45 | Wholesale of perfume and cosmetics |
| | 51.46 | Wholesale of pharmaceutical goods |
| | 51.47 | Wholesale of other household goods |
| | 51.47/1 | Wholesale of furniture |
| | 51.47/2 | This code is no longer in use |
| | 51.47/3 | Wholesale of jewellery |
| | 51.47/4 | Wholesale of imitation jewellery |
| | 51.47/5 | Wholesale of musical instruments |
| | 51.47/6 | Wholesale of photographic goods |
| | 51.47/7 | Wholesale of toys and games |
| | 51.47/8 | Wholesale of travel and fancy goods |
| | 51.47/9 | Wholesale of other household goods not elsewhere classified |
| 51.5 | | Wholesale of non-agricultural intermediate products, waste and scrap |
| | 51.51 | Wholesale of solid, liquid and gaseous fuels and related products |
| | 51.51/1 | Wholesale of petroleum and petroleum products |
| | 51.51/2 | This code is no longer in use |
| | 51.51/9 | Wholesale of other fuels and related products |
| | 51.52 | Wholesale of metals and ores |
| | 51.53 | Wholesale of wood, construction materials and sanitary equipment |
| | 51.54 | Wholesale of hardware, plumbing and heating equipment and supplies |
| | 51.55 | Wholesale of chemical products |
| | 51.56 | Wholesale of other intermediate products |
| | 51.57 | Wholesale of waste and scrap |
| 51.6 | | Wholesale of machinery, equipment and supplies |
| | 51.61 | Wholesale of machine tools |
| | 51.62 | Wholesale of construction machinery |
| | 51.63 | Wholesale of machinery for the textile industry, and of sewing and knitting machines |
| | 51.64 | Wholesale of office machinery and equipment |
| | 51.65 | Wholesale of other machinery for use in industry, trade and navigation |
| | 51.66 | Wholesale of agricultural machinery and accessories and implements, including tractors |
| 51.7 | | Other wholesale |
| | 51.70 | Other wholesale |

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| 52 | | RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES; REPAIR OF PERSONAL AND HOUSEHOLD GOODS |
| 52.1 | | Retail sale in non-specialised stores |
| | 52.11 | Retail sale in non-specialised stores with food, beverages or tobacco predominating |
| | 52.11/1 | Retail sale by confectioners, tobacconists and newsagents (CTNs') |
| | 52.11/9 | Retail sale in non-specialised stores with food, beverages or tobacco predominating not elsewhere classified |
| | 52.12 | Other retail sale in non-specialised stores |
| 52.2 | | Retail sale of food, beverages and tobacco in specialised stores |
| | 52.21 | Retail sale of fruit and vegetables |
| | 52.22 | Retail sale of meat and meat products |
| | 52.23 | Retail sale of fish, crustaceans and molluscs |
| | 52.24 | Retail sale of bread, cakes, flour confectionery and sugar confectionery |
| | 52.25 | Retail sale of alcoholic and other beverages |
| | 52.26 | Retail sale of tobacco products |
| | 52.27 | Other retail sale of food, beverages and tobacco in specialised stores |
| 52.3 | | Retail sale of pharmaceutical and medical goods, cosmetic and toilet articles |
| | 52.31 | Dispensing chemists |
| | 52.32 | Retail sale of medical and orthopaedic goods |
| | 52.32/1 | Retail sale of hearing aids |
| | 52.32/9 | Retail sale of medical and orthopaedic goods not elsewhere classified |
| | 52.33 | Retail sale of cosmetic and toilet articles |
| 52.4 | | Other retail sale of new goods in specialised stores |
| | 52.41 | Retail sale of textiles |
| | 52.42 | Retail sale of clothing |
| | 52.42/1 | Retail sale of adults' fur and leather clothing |
| | 52.42/2 | Retail sale of children's and infants' clothing |
| | 52.42/3 | Retail sale of other women's clothing |
| | 52.42/4 | Retail sale of other men's clothing |
| | 52.43 | Retail sale of footwear and leather goods |
| | 52.43/1 | Retail sale of footwear |
| | 52.43/2 | Retail sale of leather goods |
| | 52.44 | Retail sale of furniture, lighting equipment and household articles not elsewhere classified |
| | 52.45 | Retail sale of electrical household appliances and radio and television goods |
| | 52.46 | Retail sale of hardware, paints and glass |
| | 52.47 | Retail sale of books, newspapers and stationery |
| | 52.48 | Other retail sale in specialised stores |
| | 52.48/1 | Retail sale of floor coverings |
| | 52.48/2 | Retail sale of photographic, optical and precision equipment, office supplies and equipment (including computers, etc.) |
| | 52.48/3 | This code is no longer in use |
| | 52.48/4 | Retail sale of jewellery, clocks and watches |
| | 52.48/5 | Retail sale of sports goods, games and toys, stamps and coins |
| | 52.48/9 | Other retail sale in specialised stores not elsewhere classified |

| | | |
|---|---|---|
| 52.5 | | Retail sale of second-hand goods in stores |
| | 52.50 | Retail sale of second-hand goods in stores |
| 52.6 | | Retail sale not in stores |
| | 52.61 | Retail sale via mail order house |
| | 52.62 | Retail sale via stalls and markets |
| | 52.63 | Other non-store retail sale |
| 52.7 | | Repair of personal and household goods |
| | 52.71 | Repair of boots, shoes and other articles of leather |
| | 52.72 | Repair of electrical household goods |
| | 52.73 | Repair of watches, clocks and jewellery |
| | 52.74 | Repair not elsewhere classified |
| SECTION H | | HOTELS AND RESTAURANTS |
| 55 | | HOTELS AND RESTAURANTS |
| 55.1 | | Hotels |
| | 55.11 | Hotels and motels, with restaurant |
| | 55.11/1 | Licensed hotels and motels |
| | 55.11/2 | Unlicensed hotels and motels |
| | 55.12 | Hotels and motels, without restaurant |
| 55.2 | | Camping sites and other provision of short-stay accommodation |
| | 55.21 | Youth hostels and mountain refuges |
| | 55.22 | Camping sites, including caravan sites |
| | 55.23 | Other provision of lodgings not elsewhere classified |
| | 55.23/1 | Holiday centres and holiday villages |
| | 55.23/2 | Other self-catering holiday accommodation |
| | 55.23/3 | This code is no longer in use |
| | 55.23/9 | Other tourist or short-stay accommodation |
| 55.3 | | Restaurants |
| | 55.30 | Restaurants |
| | 55.30/1 | Licensed restaurants |
| | 55.30/2 | Unlicensed restaurants and cafes |
| | 55.30/3 | Take-away food shops |
| | 55.30/4 | Take-away food mobile stands |
| 55.4 | | Bars |
| | 55.40 | Bars |
| | 55.40/1 | Licensed clubs |
| | 55.40/2 | Independent public houses and bars |
| | 55.40/3 | Tenanted public houses and bars |
| | 55.40/4 | Managed public houses and bars |
| 55.5 | | Canteens and catering |
| | 55.51 | Canteens |
| | 55.52 | Catering |

SECTION I TRANSPORT, STORAGE AND COMMUNICATION

60 LAND TRANSPORT; TRANSPORT VIA PIPELINES

| | | |
|---|---|---|
| 60.1 | | Transport via railways |
| | 60.10 | Transport via railways |
| | 60.10/1 | Inter-city services |
| | 60.10/2 | This code is no longer in use |
| | 60.10/9 | Other transport via railways |
| 60.2 | | Other land transport |
| | 60.21 | Other scheduled passenger land transport |
| | 60.21/1 | Inter-city coach services |
| | 60.21/2 | This code is no longer in use |
| | 60.21/3 | Urban and suburban passenger transportation by underground,metro and similar systems |
| | 60.21/9 | Other scheduled passenger land transport not elsewhere classified |
| | 60.22 | Taxi operation |
| | 60.23 | Other passenger land transport |
| | 60.23/1 | Renting of buses and coaches |
| | 60.23/9 | Other passenger land transport not elsewhere classified |
| | 60.24 | Freight transport by road |
| | 60.24/1 | Furniture removal activities |
| | 60.24/9 | Freight transport by road not elsewhere classified |
| 60.3 | | Transport via pipelines |
| | 60.30 | Transport via pipelines |

61 WATER TRANSPORT

| | | |
|---|---|---|
| 61.1 | | Sea and coastal water transport |
| | 61.10 | Sea and coastal water transport |
| | 61.10/1 | Passenger sea and coastal water transport |
| | 61.10/2 | Freight sea and coastal water transport |
| 61.2 | | Inland water transport |
| | 61.20 | Inland water transport |
| | 61.20/1 | Passenger inland water transport |
| | 61.20/2 | This code is no longer in use |
| | 61.20/9 | Other inland water transport |

62 AIR TRANSPORT

| | | |
|---|---|---|
| 62.1 | | Scheduled air transport |
| | 62.10 | Scheduled air transport |
| | 62.10/1 | Scheduled passenger air transport |
| | 62.10/2 | This code is no longer in use |
| | 62.10/9 | Other scheduled air transport |
| 62.2 | | Non-scheduled air transport |
| | 62.20 | Non-scheduled air transport |
| | 62.20/1 | Non-scheduled passenger air transport |
| | 62.20/2 | This code is no longer in use |
| | 62.20/9 | Other non-scheduled air transport |

| | | |
|---|---|---|
| 62.3 | | Space transport |
| | 62.30 | Space transport |
| 63 | | SUPPORTING AND AUXILIARY TRANSPORT ACTIVITIES; ACTIVITIES OF TRAVEL AGENCIES |
| 63.1 | | Cargo handling and storage |
| | 63.11 | Cargo handling |
| | 63.12 | Storage and warehousing |
| 63.2 | | Other supporting transport activities |
| | 63.21 | Other supporting land transport activities |
| | 63.22 | Other supporting water transport activities |
| | 63.23 | Other supporting air transport activities |
| 63.3 | | Activities of travel agencies and tour operators; tourist assistance activities not elsewhere classified |
| | 63.30 | Activities of travel agencies and tour operators; tourist assistance activities not elsewhere classified |
| | 63.30/1 | Activities of travel agencies |
| | 63.30/2 | Activities of travel organisers |
| | 63.30/3 | Activities of tour guides |
| | 63.30/4 | This code is no longer in use |
| | 63.30/9 | Other tourist assistance activities not elsewhere classified |
| 63.4 | | Activities of other transport agencies |
| | 63.40 | Activities of other transport agencies |
| 64 | | POST AND TELECOMMUNICATIONS |
| 64.1 | | Post and courier activities |
| | 64.11 | National post activities |
| | 64.12 | Courier activities other than national post activities |
| 64.2 | | Telecommunications |
| | 64.20 | Telecommunications |
| SECTION J | | FINANCIAL INTERMEDIATION |
| 65 | | FINANCIAL INTERMEDIATION, EXCEPT INSURANCE AND PENSION FUNDING |
| 65.1 | | Monetary intermediation |
| | 65.11 | Central banking |
| | 65.12 | Other monetary intermediation |
| | 65.12/1 | Banks |
| | 65.12/2 | Building societies |

| | | |
|---|---|---|
| 65.2 | | Other financial intermediation |
| | 65.21 | Financial leasing |
| | 65.22 | Other credit granting |
| | 65.22/1 | Credit granting by non-deposit taking finance houses and other specialist consumer credit grantors |
| | 65.22/2 | Factoring |
| | 65.22/3 | Activities of mortgage finance companies |
| | 65.22/4 | This code is no longer in use |
| | 65.22/9 | Other credit granting not elsewhere classified |
| | 65.23 | Other financial intermediation not elsewhere classified |
| | 65.23/1 | Activities of investment trusts |
| | 65.23/2 | Activities of unit trusts and property unit trusts |
| | 65.23/3 | Security dealing on own account |
| | 65.23/4 | Activities of bank holding companies |
| | 65.23/5 | Activities of venture and development capital companies |
| | 65.23/6 | This code is no longer in use |
| | 65.23/9 | Financial intermediation not elsewhere classified |
| 66 | | INSURANCE AND PENSION FUNDING, EXCEPT COMPULSORY SOCIAL SECURITY |
| 66.0 | | Insurance and pension funding, except compulsory social security |
| | 66.01 | Life insurance |
| | 66.02 | Pension funding |
| | 66.03 | Non-life insurance |
| 67 | | ACTIVITIES AUXILIARY TO FINANCIAL INTERMEDIATION |
| 67.1 | | Activities auxiliary to financial intermediation, except insurance and pension funding |
| | 67.11 | Administration of financial markets |
| | 67.12 | Security broking and fund management |
| | 67.12/1 | Fund management activities |
| | 67.12/2 | Security broking and related activities |
| | 67.13 | Activities auxiliary to financial intermediation not elsewhere classified |
| 67.2 | | Activities auxiliary to insurance and pension funding |
| | 67.20 | Activities auxiliary to insurance and pension funding |
| SECTION K | | REAL ESTATE, RENTING AND BUSINESS ACTIVITIES |
| 70 | | REAL ESTATE ACTIVITIES |
| 70.1 | | Real estate activities with own property |
| | 70.11 | Development and selling of real estate |
| | 70.12 | Buying and selling of own real estate |
| 70.2 | | Letting of own property |
| | 70.20 | Letting of own property |
| | 70.20/1 | Letting of conference and exhibition centres |
| | 70.20/2 | This code is no longer in use |
| | 70.20/9 | Other letting of own property |

| | | |
|---|---|---|
| 70.3 | | Real estate activities on a fee or contract basis |
| | 70.31 | Real estate agencies |
| | 70.32 | Management of real estate on a fee or contract basis |
| 71 | | RENTING OF MACHINERY AND EQUIPMENT WITHOUT OPERATOR AND OF PERSONAL AND HOUSEHOLD GOODS |
| 71.1 | | Renting of automobiles |
| | 71.10 | Renting of automobiles |
| 71.2 | | Renting of other transport equipment |
| | 71.21 | Renting of other land transport equipment |
| | 71.21/1 | Renting of passenger land transport equipment |
| | 71.21/2 | This code is no longer in use |
| | 71.21/9 | Renting of other land transport equipment |
| | 71.22 | Renting of water transport equipment |
| | 71.22/1 | Renting of passenger water transport equipment |
| | 71.22/2 | This code is no longer in use |
| | 71.22/9 | Renting of other water transport equipment |
| | 71.23 | Renting of air transport equipment |
| | 71.23/1 | Renting of passenger air transport equipment |
| | 71.23/2 | This code is no longer in use |
| | 71.23/9 | Renting of other air transport equipment |
| 71.3 | | Renting of other machinery and equipment |
| | 71.31 | Renting of agricultural machinery and equipment |
| | 71.32 | Renting of construction and civil engineering machinery and equipment |
| | 71.33 | Renting of office machinery and equipment including computers |
| | 71.34 | Renting of other machinery and equipment not elsewhere classified |
| 71.4 | | Renting of personal and household goods not elsewhere classified |
| | 71.40 | Renting of personal and household goods not elsewhere classified |
| | 71.40/1 | Renting of sporting and recreational equipment |
| | 71.40/2 | This code is no longer in use |
| | 71.40/3 | Renting of radios, televisions and video recorders |
| | 71.40/4 | Renting of records and other pre-recorded media |
| | 71.40/5 | Renting of video tapes |
| | 71.40/9 | Renting of other personal and household goods not elsewhere classified |
| 72 | | COMPUTER AND RELATED ACTIVITIES |
| 72.1 | | Hardware consultancy |
| | 72.10 | Hardware consultancy |
| 72.2 | | Software consultancy and supply |
| | 72.20 | Software consultancy and supply |
| 72.3 | | Data processing |
| | 72.30 | Data processing |

| | | |
|---|---|---|
| 72.4 | | Data base activities |
| | 72.40 | Data base activities |
| 72.5 | | Maintenance and repair of office, accounting and computing machinery |
| | 72.50 | Maintenance and repair of office, accounting and computing machinery |
| 72.6 | | Other computer related activities |
| | 72.60 | Other computer related activities |
| 73 | | RESEARCH AND DEVELOPMENT |
| 73.1 | | Research and experimental development on natural sciences and engineering |
| | 73.10 | Research and experimental development on natural sciences and engineering |
| 73.2 | | Research and experimental development on social sciences and humanities |
| | 73.20 | Research and experimental development on social sciences and humanities |
| 74 | | OTHER BUSINESS ACTIVITIES |
| 74.1 | | Legal, accounting, book-keeping and auditing activities; tax consultancy; market research and public opinion polling; business and management consultancy; holdings |
| | 74.11 | Legal activities |
| | 74.11/1 | Activities of patent and copyright agents |
| | 74.11/9 | Legal activities not elsewhere classified |
| | 74.12 | Accounting, book-keeping and auditing activities; tax consultancy |
| | 74.12/1 | Accounting and auditing activities |
| | 74.12/2 | Book-keeping activities |
| | 74.12/3 | Tax consultancy activities |
| | 74.13 | Market research and public opinion polling |
| | 74.14 | Business and management consultancy activities |
| | 74.14/1 | Public Relations activities |
| | 74.14/2 | Financial management |
| | 74.14/3 | General management consultancy activities |
| | 74.14/9 | Business and management consultancy activities not elsewhere classified |
| | 74.15 | Management activities of holding companies |
| | 74.15/1 | Management activities of wholesale holding companies |
| | 74.15/2 | Management activities of transport holding companies |
| | 74.15/3 | Management activities of construction holding companies |
| | 74.15/4 | Management activities of catering holding companies |
| | 74.15/5 | Management activities of motor trades holding companies |
| | 74.15/6 | Management activities of service trades holding companies |
| | 74.15/7 | Management activities of retail holding companies |
| | 74.15/8 | Management activities of production holding companies |
| | 74.15/9 | Management activities of other non-financial holding companies not elsewhere classified |

| | | |
|---|---|---|
| 74.2 | | Architectural and engineering activities and related technical consultancy |
| | 74.20 | Architectural and engineering activities and related technical consultancy |
| | 74.20/1 | Architectural activities |
| | 74.20/2 | Urban planning and landscape architectural activities |
| | 74.20/3 | Quantity surveying activities |
| | 74.20/4 | Engineering consultative and design activities |
| | 74.20/5 | Engineering design activities for industrial process and production |
| | 74.20/6 | Engineering related scientific and technical consulting activities |
| | 74.20/9 | Other engineering activities |
| 74.3 | | Technical testing and analysis |
| | 74.30 | Technical testing and analysis |
| 74.4 | | Advertising |
| | 74.40 | Advertising |
| | 74.40/1 | Sale or leasing activities of advertising space or time |
| | 74.40/2 | Planning, creation and placement of advertising activities |
| | 74.40/9 | Advertising activities not elsewhere classified |
| 74.5 | | Labour recruitment and provision of personnel |
| | 74.50 | Labour recruitment and provision of personnel |
| 74.6 | | Investigation and security activities |
| | 74.60 | Investigation and security activities |
| | 74.60/1 | Investigation activities |
| | 74.60/2 | Security and related activities |
| 74.7 | | Industrial cleaning |
| | 74.70 | Industrial cleaning |
| | 74.70/1 | Traditional cleaning activities |
| | 74.70/9 | Cleaning activities not elsewhere classified |
| 74.8 | | Miscellaneous business activities not elsewhere classified |
| | 74.81 | Photographic activities |
| | 74.81/1 | Operation of coin-operated photographic machines |
| | 74.81/2 | Other portrait photographic activities |
| | 74.81/9 | Photographic activities not elsewhere classified |
| | 74.82 | Packaging activities |
| | 74.83 | Secretarial and translation services |
| | 74.84 | Other business activities not elsewhere classified |
| | 74.84/1 | Credit reporting and collection agency activities |
| | 74.84/2 | Speciality design activities |
| | 74.84/3 | Activities of exhibition and fair organisers |
| | 74.84/4 | Activities of conference organisers |
| | 74.84/9 | Other business activities not elsewhere classified |

| | | |
|---|---|---|
| SECTION L | | PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY |
| 75 | | PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY |
| 75.1 | | Administration of the State and the economic and social policy of the community |
| | 75.11 | General (overall) public service activities |
| | 75.12 | Regulation of the activities of agencies that provide health care, education, cultural services and other social services excluding social security |
| | 75.13 | Regulation of and contribution to more efficient operation of business |
| | 75.14 | Supporting service activities for the government as a whole |
| 75.2 | | Provision of services to the community as a whole |
| | 75.21 | Foreign affairs |
| | 75.22 | Defence activities |
| | 75.23 | Justice and judicial activities |
| | 75.24 | Public security, law and order activities |
| | 75.25 | Fire service activities |
| 75.3 | | Compulsory social security activities |
| | 75.30 | Compulsory social security activities |
| SECTION M | | EDUCATION |
| 80 | | EDUCATION |
| 80.1 | | Primary education |
| | 80.10 | Primary education |
| 80.2 | | Secondary education |
| | 80.21 | General secondary education |
| | 80.22 | Technical and vocational secondary education |
| 80.3 | | Higher education |
| | 80.30 | Higher education |
| | 80.30/1 | Sub-degree level higher education |
| | 80.30/2 | First-degree level higher education |
| | 80.30/3 | Post-graduate level higher education |
| 80.4 | | Adult and other education |
| | 80.41 | Driving school activities |
| | 80.42 | Adult and other education not elsewhere classified |
| | 80.42/1 | Activities of private training providers |
| | 80.42/2 | This code is no longer in use |
| | 80.42/9 | Other adult and other education not elsewhere classified |

| | | |
|---|---|---|
| SECTION N | | HEALTH AND SOCIAL WORK |
| 85 | | HEALTH AND SOCIAL WORK |
| 85.1 | | Human health activities |
| | 85.11 | Hospital activities |
| | 85.11/1 | Public sector hospital activities, including NHS Trusts |
| | 85.11/2 | Private sector hospital activities |
| | 85.11/3 | Nursing home activities |
| | 85.12 | Medical practice activities |
| | 85.13 | Dental practice activities |
| | 85.14 | Other human health activities |
| 85.2 | | Veterinary activities |
| | 85.20 | Veterinary activities |
| 85.3 | | Social work activities |
| | 85.31 | Social work activities with accommodation |
| | 85.31/1 | Charitable social work activities with accommodation |
| | 85.31/2 | Non-charitable social work activities with accommodation |
| | 85.32 | Social work activities without accommodation |
| | 85.32/1 | Charitable social work activities without accommodation |
| | 85.32/2 | Non-charitable social work activities without accommodation |
| SECTION O | | OTHER COMMUNITY, SOCIAL AND PERSONAL SERVICE ACTIVITIES |
| 90 | | SEWAGE AND REFUSE DISPOSAL, SANITATION AND SIMILAR ACTIVITIES |
| 90.0 | | Sewage and refuse disposal, sanitation and similar activities |
| | 90.00 | Sewage and refuse disposal, sanitation and similar activities |
| | 90.00/1 | Sewage disposal activities |
| | 90.00/2 | Refuse disposal activities |
| | 90.00/3 | Sanitation and similar activities |
| 91 | | ACTIVITIES OF MEMBERSHIP ORGANISATIONS NOT ELSEWHERE CLASSIFIED |
| 91.1 | | Activities of business, employers and professional organisations |
| | 91.11 | Activities of business and employers organisations |
| | 91.12 | Activities of professional organisations |
| 91.2 | | Activities of trade unions |
| | 91.20 | Activities of trade unions |
| 91.3 | | Activities of other membership organisations |
| | 91.31 | Activities of religious organisations |
| | 91.32 | Activities of political organisations |
| | 91.33 | Activities of other membership organisations not elsewhere classified |

| | | |
|---|---|---|
| 92 | | RECREATIONAL, CULTURAL AND SPORTING ACTIVITIES |
| 92.1 | | Motion picture and video activities |
| | 92.11 | Motion picture and video production |
| | 92.11/1 | Motion picture production on film or video tape |
| | 92.11/9 | Other motion picture and video production activities |
| | 92.12 | Motion picture and video distribution |
| | 92.13 | Motion picture projection |
| 92.2 | | Radio and television activities |
| | 92.20 | Radio and television activities |
| | 92.20/1 | Radio activities |
| | 92.20/2 | Television activities |
| 92.3 | | Other entertainment activities |
| | 92.31 | Artistic and literary creation and interpretation |
| | 92.31/1 | Live theatrical presentation |
| | 92.31/2 | This code is no longer in use |
| | 92.31/9 | Other artistic and literary creation and interpretation |
| | 92.32 | Operation of arts facilities |
| | 92.33 | Fair and amusement park activities |
| | 92.34 | Other entertainment activities not elsewhere classified |
| | 92.34/1 | Dance halls, discotheques and dance instructor services |
| | 92.34/9 | Other entertainment activities not elsewhere classified |
| 92.4 | | News agency activities |
| | 92.40 | News agency activities |
| 92.5 | | Library, archives, museums and other cultural activities |
| | 92.51 | Library and archive activities |
| | 92.52 | Museum activities and preservation of historical sites and buildings |
| | 92.52/1 | Museum activities |
| | 92.52/2 | Preservation of historical sites and buildings |
| | 92.53 | Botanical and zoological gardens and nature reserve activities |
| 92.6 | | Sporting activities |
| | 92.61 | Operation of sports arenas and stadiums |
| | 92.61/1 | Operation of ice rinks and roller skating rinks |
| | 92.61/9 | Operation of other sports arenas and stadiums not elsewhere classified |
| | 92.62 | Other sporting activities |
| | 92.62/1 | Activities of racehorse owners |
| | 92.62/9 | Other sporting activities not elsewhere classified |
| 92.7 | | Other recreational activities |
| | 92.71 | Gambling and betting activities |
| | 92.72 | Other recreational activities not elsewhere classified |
| 93 | | OTHER SERVICE ACTIVITIES |
| 93.0 | | Other service activities |
| | 93.01 | Washing and dry cleaning of textile and fur products |
| | 93.02 | Hairdressing and other beauty treatment |
| | 93.03 | Funeral and related activities |
| | 93.04 | Physical well-being activities |
| | 93.05 | Other service activities not elsewhere classified |

| | | |
|---|---|---|
| SECTION P | | PRIVATE HOUSEHOLDS WITH EMPLOYED PERSONS |
| 95 | | PRIVATE HOUSEHOLDS WITH EMPLOYED PERSONS |
| 95.0 | | Private households with employed persons |
| | 95.00 | Private households with employed persons |
| SECTION Q | | EXTRA-TERRITORIAL ORGANISATION AND BODIES |
| 99 | | EXTRA-TERRITORIAL ORGANISATIONS AND BODIES |
| 99.0 | | Extra-territorial organisations and bodies |
| | 99.00 | Extra-territorial organisations and bodies |

E·S·R·C ECONOMIC & SOCIAL RESEARCH COUNCIL

# ADVERTISING AND INDUSTRY SURVEY

The Nottingham Trent University

***Please answer as many questions as you can. If you feel you are unable to answer a particular question, just move on to the next one. If you would like to receive a copy of the final report, please tick this box……..*** ❑

**Q1. Does your firm advertise?** *Yes* ❑ *No* ❑

(Take advertising to include sponsorship (e.g. sports) and direct mail, but **not** product packaging or other forms of sales promotion)

***If the answer was yes, please go to Question 6.***

**Q2. Have you advertised in the past 3 years?** *Yes* ❑ *No* ❑

**Q3. Do you expect to start advertising within the next year?** *Yes* ❑ *No* ❑

**Q4. Which of the following most closely represents your reason for not advertising?**
(Tick **one** only)

**a)** *Not appropriate for my industry* ❑
**b)** *Not appropriate for my firm* ❑
**c)** *Rival companies do not advertise* ❑
**d)** *Too expensive* ❑
**e)** *Other, please specify:* _____ ❑

**Q5. Which of the following factors would make you likely to advertise in the future?**
(Tick **any** that apply)

**a)** *Your company introduces a new product/brand* ❑
**b)** *A rival company introduces a new product/brand* ❑
**c)** *Rival companies start to advertise/increase advertising activities* ❑
**d)** *Rival companies stop advertising/decrease advertising activities* ❑
**e)** *Trading conditions improve* ❑
**f)** *Trading conditions worsen* ❑
**g)** *A new company enters the market* ❑
**h)** *New opportunities on the Internet* ❑
**i)** *Other, please specify:* _____ ❑

***Now go to Question 13***

## ABOUT YOUR ADVERTISING

**Q6a. During this financial year, how much will you spend on advertising as a percentage of your sales?**

_____%

**Q6b. If you do not know the percentage, within which range does it lie?**

| | | | | |
|---|---|---|---|---|
| 0-0.5% ❑ | 0.5-1.0% ❑ | 1-2% ❑ | 2-3% ❑ | 3-4% ❑ |
| 4-5% ❑ | 5-6% ❑ | 6-8% ❑ | 8-10% ❑ | 10%+ ❑ |

**Q6c. How has this proportion changed over the last three years?**

*Increased* ❑ *Decreased* ❑ *Unchanged* ❑

**Q7. To what extent are the following important aims of your advertising?**

**1** *Not at all important* **2** *Quite unimportant* **3** *Neither important nor unimportant*
**4** *Quite important* **5** *Very important*

| | **1** | **2** | **3** | **4** | **5** |
|---|---|---|---|---|---|
| **a)** To provide customers with practical product information e.g. prices etc. | ❑ | ❑ | ❑ | ❑ | ❑ |
| **b)** To inform customers about the merits of the product | ❑ | ❑ | ❑ | ❑ | ❑ |
| **c)** To raise awareness of your products/brands | ❑ | ❑ | ❑ | ❑ | ❑ |
| **d)** To raise awareness of your company | ❑ | ❑ | ❑ | ❑ | ❑ |
| **e)** To launch new products or brands | ❑ | ❑ | ❑ | ❑ | ❑ |
| **f)** To increase market share | ❑ | ❑ | ❑ | ❑ | ❑ |
| **g)** To increase the size of the whole market | ❑ | ❑ | ❑ | ❑ | ❑ |
| **h)** To make it difficult for other companies to enter the market | ❑ | ❑ | ❑ | ❑ | ❑ |

**Q8. About what proportion of your adverts provide specific information about the following?**

**1** *None /Very few* **2** *Less than half* **3** *About half* **4** *More than half* **5** *Nearly all/All*

| | | **1** | **2** | **3** | **4** | **5** |
|---|---|---|---|---|---|---|
| **a)** | Product prices | ❑ | ❑ | ❑ | ❑ | ❑ |
| **b)** | Technical specifications | ❑ | ❑ | ❑ | ❑ | ❑ |
| **c)** | Purchasing information | ❑ | ❑ | ❑ | ❑ | ❑ |

**Q9a. Is advertising in the market for your main product line dominated by one firm, a few firms or do all firms advertise more or less equally?**

*One Firm* ❑ *Few Firms* ❑ *All Firms* ❑

**Q9b. If the answer to Q9a was One Firm or Few Firms, is your firm one of the main advertisers in your market?**

*Yes* ❑ *No* ❑

**Q10. Please rank up to five of the following media in order of how much your company spends on advertising in each (1** being where **most** is spent and **5** the **least)**

| | | | |
|---|---|---|---|
| *TV* | ☐ | *Local newspaper* | ☐ |
| *Radio* | ☐ | *Trade Press* | ☐ |
| *Poster/ transport* | ☐ | *Direct Mail* | ☐ |
| *Cinema* | ☐ | *Internet* | ☐ |
| *National newspaper* | ☐ | *Sponsorship (e.g. Sports)* | ☐ |
| *Magazine* | ☐ | *Directories* | ☐ |

*Other, please specify:*_____ ☐

**Q11a. Do you advertise on the Internet?** *Yes* ❑ *No* ❑

***If the answer was yes, go to Question 11c***

**Q11b. Do you expect to start advertising on the Internet within the next two years?**

*Yes* ❑ *No* ❑

**Q11c. About what percentage of your <u>advertising spend</u> goes on the Internet?** _____%

**Q11d. Do you expect this proportion to increase, decrease or stay the same over the next two years?**

*Increase* ❑ *Decrease* ❑ *No change* ❑

**Q12. In each of the following situations, do you think the percentage of sales that you spend on advertising for your main product line would increase, decrease or not change?**

**1** *Increase* **2** *Decrease* **3** *No change*

| | **1** | **2** | **3** |
|---|---|---|---|
| **a)** Trading conditions worsen throughout the whole economy. | ❑ | ❑ | ❑ |
| **b)** Trading conditions improve throughout the whole economy. | ❑ | ❑ | ❑ |
| **c)** Trading conditions worsen just within your main market(s). | ❑ | ❑ | ❑ |
| **d)** Trading conditions improve just within your main market(s). | ❑ | ❑ | ❑ |
| **e)** Your main rivals increase their advertising. | ❑ | ❑ | ❑ |
| **f)** Your main rivals decrease their advertising. | ❑ | ❑ | ❑ |
| **g)** Your company introduces a new product/brand. | ❑ | ❑ | ❑ |
| **h)** A rival company introduces a new product/brand. | ❑ | ❑ | ❑ |
| **i)** A new company enters your market. | ❑ | ❑ | ❑ |

## ABOUT YOUR COMPANY

**Q13. In which sector is your company's main product line (**Tick **one** only**)?**

*Manufacturing (consumer goods)* ❑ *Manufacturing (producer goods)* ❑ *Distribution* ❑

*Holding company* ❑ *Retail* ❑ *Services* ❑ *Other, please specify:*_____ ❑

**Q14. What was your company's annual turnover in the last financial year?** £_____

**Q15. At which of these markets is your company's main product line aimed?**
(Tick **all** that apply)**:**

*Regional market* ❑ *UK market* ❑ *EU market* ❑ *International market* ❑

**Q16. Please rank the following forms of competition according to which you feel is most important for your main product line (1** being **most** important**):**

| | | | |
|---|---|---|---|
| *Price* | ☐ | *Quality* | ☐ |
| *Media advertising* | ☐ | *After sales service* | ☐ |
| *Other sales effort* | ☐ | *Other, please specify:*_____ | ☐ |

**Q17. How many other firms compete in the market for your main product line?**

0-1 ❑ 2-5 ❑ 6-10 ❑ more than 10 ❑

***Thank you for your help so far. If you have the information available, I would be very grateful if you would also answer one further question.***

**Q18. What was your total advertising expenditure in the following financial years?**

| **Year** | **Advertising Expenditure (£)** | **Year** | **Advertising Expenditure (£)** |
|---|---|---|---|
| *1999/2000* | £_____ | *1994/95* | £_____ |
| *1998/99* | £_____ | *1993/94* | £_____ |
| *1997/98* | £_____ | *1992/93* | £_____ |
| *1996/97* | £_____ | *1991/92* | £_____ |
| *1995/96* | £_____ | *1990/91* | £_____ |

THANK YOU VERY MUCH FOR YOUR COOPERATION

**Please return the completed questionnaire in the pre-paid envelope to Dr. David Paton, Department of Economics & Politics, The Nottingham Trent University, Burton Street, Nottingham, NG1 4BU; Tel (0115) 848 5536; Fax (0115) 948 6829; E-mail Neil.Conant@ntu.ac.uk**

E·S·R·C
ECONOMIC
& SOCIAL
RESEARCH
COUNCIL

30th September 1999

Dear Colleague,

**Advertising and Industry Survey**

The Economics and Politics Department at Nottingham Trent University is carrying out a survey of advertising by UK firms. The survey is part of a research project funded by the Economic and Social Research Council (ESRC) and its purpose is to gain a greater understanding of advertising practices in the UK.

Your firm has been selected to take part in the survey. I hope very much that you will be willing to participate. If so, I would be grateful if you would complete the enclosed questionnaire and return it in the pre-paid SAE. We appreciate that your time is precious and the survey has been designed to take no more than ten minutes. If you would prefer to complete an electronic version of the questionnaire, please send an E-mail to Neil.Conant@ntu.ac.uk.

If you do not wish to take part in the survey, it would be appreciated if you could return the uncompleted questionnaire.

Any information you provide will be treated as confidential. A copy of the final data set will be deposited with the ESRC, but will only be used for research purposes authorised by the survey co-ordinators. In no circumstances will your company be identified in any published work. At the end of the project, a summary report will be available to participants. If you would like to receive a copy of this, please tick the appropriate box on the questionnaire.

I do hope that you will be able to assist with this survey. Its success depends on the number of completed questionnaires that are returned. If you have any further questions please feel free to contact Neil Conant, on the number below.

Yours faithfully,

David Paton (Dr)
Lecturer in Economics


Project Manager: David Paton
Survey Co-ordinator: Neil Conant
Tel: (0115) 848 5536
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